

FALL AND WINTER 1946-47

Sears, Roebuck and Co.

CHICAGO 7, ILLINOIS

SATISFACTION GUARANTEED OR YOUR MONEY BACK



This coat sold on page 39

Notice to customers: No price for any article listed or described herein exceeds the ceiling price for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with a statement of our maximum prices on any of the commodities listed about which you inquire, Sears, Roebuck and Co.

color on color . .

that's the newest slant on the
suit-plus-coat fashion.

Wonderful together, but once
apart there is no end to their
wardrobe spicing possibilities.
In soft-finish virgin wool
with rich, smooth weave . .
the skillful tailoring that
distinguishes all Kerrybrookes.

\$35.00 for coat or suit

A boy coat, superbly classic from shoulders to open vent back, slips over a shapely cardigan suit. Skirt, cut for good line, has TALON zipper. Coat and jacket rayon lined, coat interlined. Sizes: 10, 12, 14, 16, 18, 20, size scales on page 11. Please state size. Shpg wt. coat, 3 lbs. 10 oz.; suit, 3 lbs. 6 oz.

Royal Coat, Suit Companions

- ♦17G5099-Royal (brt. blue) coat 35.00
- ♦17G5100-Medium grey suit. 35.00
- ♦17G5102-Rosy red suit. . . . 35.00

Brown and Green Ensemble

- ♦17G5103 Medium brown coat 35.00
- ♦17G5104 Medium green suit. 35.00

\$5.00 monthly on Sears Easy Terms,
see inside back cover for details.

Catalog numbers marked ♦ are shipped from
Philadelphia or Kansas City. Order and pay postage
only from Sears nearest mail order house.

Kerrybrooke
FASHIONS



dark vs. light . .

black for the coat,
daylight color for the suit, with
each taking on fashion's
newest details to make their
separate lives more interesting.
It's smart style. It's lovely
soft-finish virgin wool.
And best of all,
it's Kerrybrooke labeled,
a symbol of quality.

\$35.00 for coat or suit

Flange shoulders and big buttons on a
neat and easy coat. Suit with important
new neck-buttoning and string-tied mid-
dle. TALON zipper skirt. Coat and
jacket rayon lined; coat interlined. Sizes:
10, 12, 14, 16, 18, 20; size scales on
page 11. State size. Shipping weight,
coat, 3 lbs. 10 oz.; suit, 3 lbs. 6 oz.

◆17 G 5105-Black coat. 35.00

◆17 G 5106-Rosy red suit. . . . 35.00

◆17 G 5107-Royal (brt. blue) suit 35.00

◆17 G 5108-Medium grey suit. 35.00

\$5.00 monthly on Sears Easy Terms,
see inside back cover for details.

Catalog numbers marked ◆ are shipped from
Philadelphia or Kansas City. Order and pay post-
age only from Sears nearest mail order house.

Kerrybrooke
FASHIONS





Venetian Covert . .

a famous brand fabric, the
one and only soft-draping wool
that could do justice to these
glove-stitched match-ups. Simple
and simply beautiful, they are the
perfect examples of what our
Kerrybrooke label stands for . .
precise quality, choice
craftsmanship and immense value

\$29.50 for coat or suit

Neat and easy coat with open vent back.
Coat and jacket, rayon lined, coat is
interlined. New pointy flap pockets on
jacket. Twice-pleated skirt has TALON-
zipper. Sizes 10, 12, 14, 16, 18, 20; size
scales on page 11. State size. Shpg. wt.
coat 4 lbs., suit 3 lbs. 8 oz.

♦17 G 5116M—Med. brown suit . . 29.50

♦17 G 5117M—Med. brown coat . . 29.50

♦17 G 5118M—Med. blue suit . . 29.50

♦17 G 5119M—Med. blue coat . . 29.50

♦17 G 5120M—Med. green suit . . 29.50

♦17 G 5121M—Med. green coat . . 29.50

\$5.00 monthly on Sears Easy Terms,
see inside back cover for details.

The Swagger hat . . Wool felt in black,
navy blue, dark brown, grey. Fits 21¼-
22½ inch headsize. Measure, state color.
Shipped from Chicago or Philadelphia.
78 G 6665—Shipping weight 1 lb. . \$2.98

Catalog numbers marked ♦ are shipped from
Philadelphia or Kansas City. Order and pay
postage only from Sears nearest mail order house.

Kerrybrooke
FASHIONS

THE RIGHT WAY TO SAY
FASHION



Checks

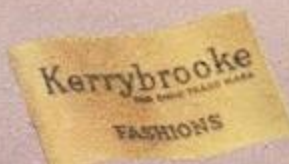
for everything but the skirt
which does a complete blackout.
It's fashion's newest way
of doing match-ups.
Pretty because of
its good-taste contrast . . .
practical because a dark skirt
is so useful in any wardrobe.
In a pure, shape-holding wool,
tailored to Kerrybrooke's
high standard of quality

\$24.98 for coat or suit

Black rayon braid calls attention to the jacket's stunning new silhouette. Front-pleated skirt with TALON zipper. Boy coat with gentle swing, open vent back. Coat and jacket rayon lined; coat is interlined. Sizes 10, 12, 14, 16, 18, 20; size scales, page 11. State size. Shpg. wt. coat, 3 lbs. 10 oz.; suit, 3 lbs. 6 oz. ♦17G5122M—Black-and-white suit 24.98 ♦17G5123M—Black and-white coat 24.98 \$5.00 monthly on Easy Terms, see inside back cover for details. Be the first with the new fashion . . . buy now.

Hat—78 G 6000. Order from page 163

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Order and pay postage only from Sears nearest mail order house.



THE RIGHT WAY TO SAY
FASHION

ALL PAGE 5 SUITS, COATS

CLASSIC MATCH-UPS..

Sears famous specialties.

Style at its simplest. Tailoring
at its cleanest. Fabrics with
the stamina for year-to-year wear

\$19.98 and \$14.98 coat or suit

A ALL-ONE-COLOR for the costume complete. Your pet collars, flap pockets and a skirt that's pleated front and back. Vent-pleated coat is rayon lined, warmly interlined. Jacket rayon lined. *Sizes:* 10, 12, 14, 16, 18, 20; see size scales on page 11. *Please state size.* Shpg. wt., coat, 3 lbs. 8 oz.; suit, 3 lbs. 4 oz.

Our Best Quality domestic Shetland-type all new wool
 ♦17 G 5126M—Medium blue suit.....19.98
 ♦17 G 5127M—Medium blue coat.....19.98
 ♦17 G 5128M—Medium brown suit.....19.98
 ♦17 G 5129M—Medium brown coat.....19.98
 ♦17 G 5130M—Medium green suit.....19.98
 ♦17 G 5131M—Medium green coat.....19.98

Good Quality domestic Shetland-type wool (60% new wool, 40% reprocessed wool).

♦17 G 5132M—Medium blue suit.....14.98
 ♦17 G 5133M—Medium blue coat.....14.98
 ♦17 G 5134M—Medium brown suit.....14.98
 ♦17 G 5135M—Medium brown coat.....14.98
 ♦17 G 5136M—Medium green suit.....14.98
 ♦17 G 5137M—Medium green coat.....14.98

\$16.98 coat or suit

B CHALK STRIPES in smooth finish, all wool flannel are used in wise ways to bring out the best lines of notch-collared match-ups. Vent-pleated coat is rayon lined, warmly interlined. Jacket rayon lined. Superbly cut skirt is deeply pleated front and back. *Sizes:* 10, 12, 14, 16, 18, 20; scales, page 11. *State size.* Shipping weight, coat, 3 lbs. 8 oz.; suit, 3 lbs. 4 oz.
 ♦17 G 5138M—Gray-and-white stripe suit.....16.98
 ♦17 G 5139M—Gray-and-white stripe coat.....16.98

\$16.98 coat or suit

C CHECKS, the neatest of them, in pure wool, for the balmacaan coat and 5-button suit. Rayon braid meets in V-s to show off shoulders on rayon lined jacket (see small view). Skirt is sleek over hips, has kick pleat front. Coat, rayon lined, interlined. *Sizes:* 10, 12, 14, 16, 18, 20; size scales on page 11. *Please state size.* Shpg. wt., coat, 3 lbs. 8 oz.; suit, 3 lbs. 4 oz.
 ♦17 G 5140M—Black-and-white suit.....16.98
 ♦17 G 5141M—Black-and-white coat.....16.98
 ♦17 G 5142M—Brown-and-white suit.....16.98
 ♦17 G 5143M—Brown-and-white coat.....16.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy fashion at its freshest... right now! For Sears Easy Terms, see inside back cover.





B

C





THE BIG-CITY LOOK . .

best dressed women have it . .

leading fashion magazines feature it.

It's yours, in these big city suits that

are soft and figure defining . .

with quality touches worthy of our

famous Kerrybrooke label

\$29.98 cash; \$5 monthly on Easy Terms

A GABARDINE, a silky fine-grained all wool loomed by the famous Walther mills, goes into the suit with the sleek stitched waistline. Jacket rayon lined. Slim-hipped skirt with crisp front pleat has TALON zipper. *Sizes 10, 12, 14, 16, 18, 20; size scale on page 11. State size. Shpg. wt. 3 lbs. 2 oz.*

♦ 17 G 5146-Medium green 29.98
♦ 17 G 5147-Medium blue 29.98
♦ 17 G 5148-Medium brown 29.98

\$24.98 cash; \$5 monthly on Easy Terms

B DIAGONAL-WEAVE WOOL beautifully worked into the suit with the far-reaching sleeves, shoulders accented with contrasting colored inserts. Jacket rayon lined. Gored skirt is smartly slit at hem, has TALON zipper. *Sizes 10, 12, 14, 16, 18, 20; scale, page 11. State size. Shpg. wt. 3 lbs. 8 oz.*

♦ 17 G 5149-Beige with brown inserts 24.98
♦ 17 G 5150-Medium brown with beige inserts 24.98
♦ 17 G 5151-Black with rosy red inserts 24.98

\$26.98 cash; \$5 monthly on Easy Terms

C WOOL CREPE, rich-textured and dressy, is the ideal fabric for the suit with clever buttoned flaps dropped from its well-set shoulders. Jacket rayon lined. Gored skirt with neat front pleat has sleek TALON zipper. *Sizes 10, 12, 14, 16, 18, 20; scale on page 11. Please state size. Shpg. wt. 3 lbs. 2 oz.*

♦ 17 G 5153-Dark brown 26.98
♦ 17 G 5154-Medium green 26.98
♦ 17 G 5155-Medium grey 26.98
♦ 17 G 5156-Black 26.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. These stunning suits are available on Sears Easy Terms...see inside back cover for complete details.





B



C



\$26.98 cash, \$5 monthly, Easy Terms

GRAY FLANNEL, a smooth-textured pure wool, for the exciting new suit with buttons marching two by two. Rayon lined jacket is superbly fitted with flap pockets placed just-so at hips. Skirt is newly slim, has fashionable fly front detail. *Sizes 10, 12, 14, 16, 18, 20; scale on opposite page. Please state size.* Shipping wt. 3 lbs. 2 oz.
 ♦17 G 5158—Gray flannel.....26.98



\$19.98 cash, \$5 monthly, Easy Terms

THE YOKED SUIT in all wool crepe has wonderful shoulders, belts its gathered waistline for the new look. Rayon lined jacket. Slimming fly front skirt. *Sizes 10, 12, 14, 16, 18, 20; scale, opposite page. State size.* Shipping weight 3 pounds.
 ♦17G5160—Gold ♦17G5162—Med. blue
 ♦17G5161—Med. brown ♦17G5163—Black
 Each.....19.98



\$19.98 cash, \$5 monthly, Easy Terms

TIED-IN-TIGHT SUIT in fine-textured all wool crepe yokes its shoulders in clever scallops. Rayon lined jacket. Pleats to the side on a slim-hipped skirt. *Sizes 10, 12, 14, 16, 18, 20; scale, opposite page. State size.* Shpg. wt. 3 lbs. 4 oz.
 ♦17G5165—Royal (bright blue)
 ♦17G5166—Rosy red ♦17G5168—Med. brown
 ♦17G5167—Med. green Each.....19.98



SUIT VARIETY...

one exciting new style
after another in the
rich fine woolens
that take to
color beautifully.
Made the Sears way
which means excellent
fit and drape...
and devoted attention
to every detail

Size Scale for Misses' Suits

Order size:	10	12	14	16	18	20
If hips are:	34	35	36½	38	39½	41 in.
If waist is:	24	25½	27	28½	30	32 in.
If bust is:	31	32½	34	35½	37	39 in.
Skirt length	25	25	25½	29½	26	26 in.

Size Scale for Misses' Coats

Order size:	10	12	14	16	18	20	22
If hips are:	34	35	36½	38	39½	41	43 in.
If bust is:	31	32½	34	35½	37	39	41 in.

For loose-hanging coats state size, bust measurement when ordering. Do not make allowances for even as little as 1-inch variation from scale above. Hips need not be measured.

Quality pays in durability... buy the best.
Easy Terms are available if your order
totals \$10 or more... see inside back
cover for Sears Easy Payment Plan.

\$14.98

BELTED SUIT in domestic Shetland-type wool (60% new wool, 40% reprocessed wool) has 2 real pockets, 2 that pretend. Rayon lined jacket. Skirt pleated deeply in front. Sizes 10, 12, 14, 16, 18, 20. State size. Shpg. wt. 3 lbs. 4 oz.

◆17G5170-Med. green ◆17G5171-Med. brown
◆17G5172-Rosy red ◆17G5173-Med. blue
Each.....14.98

\$16.98

BILLOW-SLEEVE SUIT comes in a pure wool flannel that's smartly double-striped. Long shapely jacket with wonderful shoulders is rayon lined. Sleek gored skirt completes a perfect silhouette. Sizes 10, 12, 14, 16, 18, 20; see size scale at right. Please state size. Shipping wt. 3 lbs.
◆17G5174-Gray background with black and white stripe.....16.98

Numbers marked ◆ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

4 ALL PAGE 11... SUITS

JUNIORS . .

we size you up fast.

You're the girls in the
slick new suits.

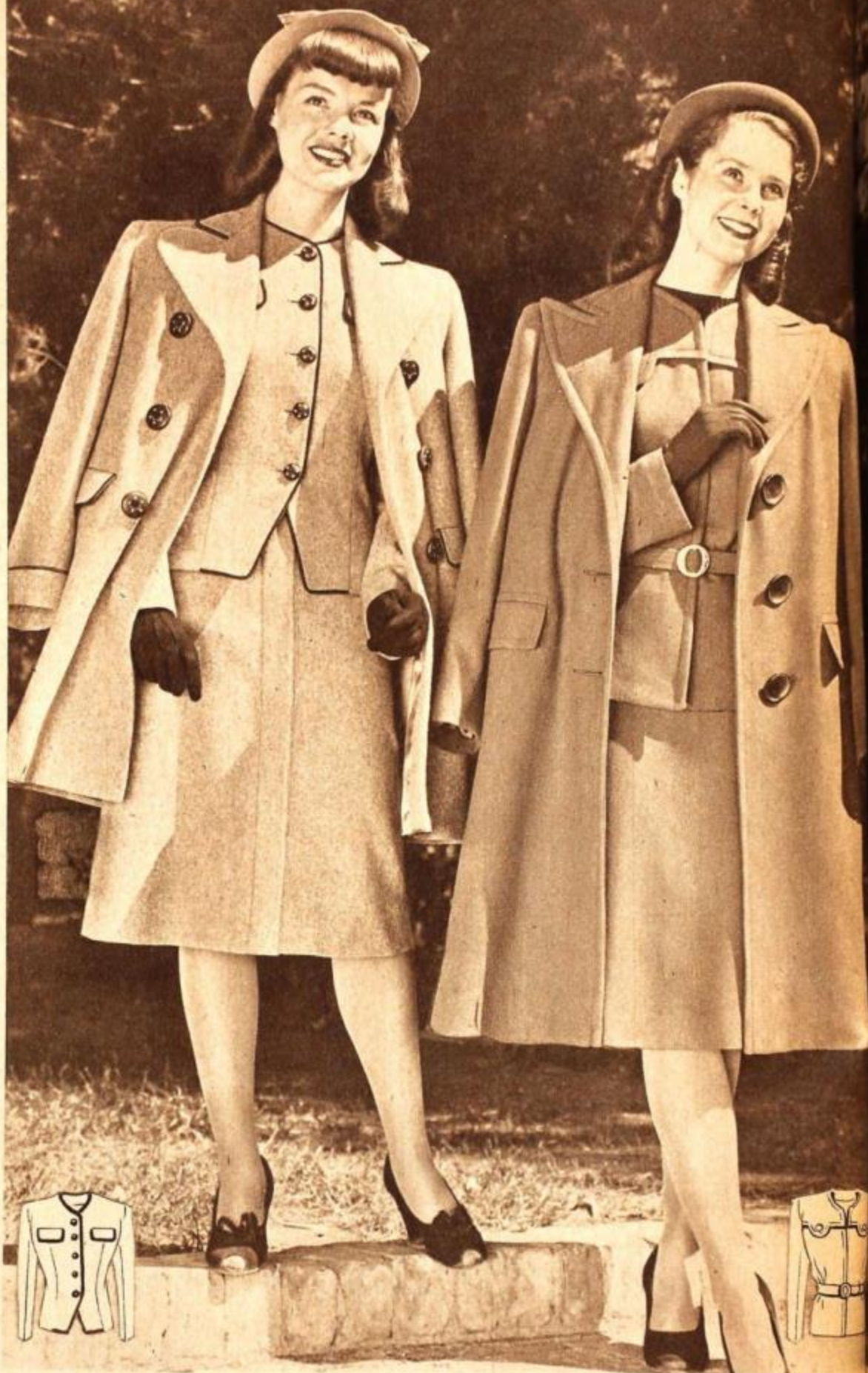
You're the girls working
them overtime. . .

coats topping everything,
jackets agreeing with
slacks, skirts soloing with
sweaters. That is why
each piece is tailored
with care and cut to your
special figure proportions

Size Scale for Junior Suits, Coats

Order size . . .	9	11	13	15	17
If hips are . . .	33	34½	36	37½	39 in.
If waist is . . .	23½	24½	26	27½	29 in.
If bust is . . .	30½	32	33½	35	36½ in.
Skirt length					
(below band) . .	22½	23	23	23½	23½ in.
Coat length . .	39½	40½	41	41½	42 in.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms are available . . see inside back cover for complete details.



\$19.98 cash, \$5 monthly on Easy Terms

A PERFECT MATCH in smart gray all wool flannel. Black rayon braid perks things up on a new cuffed topper and cutaway suit. Buttons are lit up with silver-color nailheads. Topper is rayon lined, warmly interlined. Jacket, rayon lined; stunning gored skirt with the new fly front. Sizes 9, 11, 13, 15, 17; see size scale at left. Please state size. Shipping weight coat 3 lbs. 8 oz.; suit 3 lbs. 2 oz.
♦ 17 G 5178M—Gray flannel suit . . . 19.98
♦ 17 G 5179M—Gray flannel coat . . . 19.98

\$14.98 coat or suit

TEAM MATES in domestic Shetland-type wool (60% new wool, 40% reprocessed wool). A boy coat, rayon lined and interlined, tops a smartly yoked and belted suit. Jacket is rayon lined. Sizes 9, 11, 13, 15, 17; scale, left. State size. Shpg. wt. coat 3 lbs. 10 oz. suit 3 lbs. 6 oz.
♦ 17 G 5180M—Medium brown suit . . . 14.98
♦ 17 G 5181M—Medium brown coat . . . 14.98
♦ 17 G 5182M—Medium blue suit . . . 14.98
♦ 17 G 5183M—Medium blue coat . . . 14.98
♦ 17 G 5184M—Medium green suit . . . 14.98
♦ 17 G 5185M—Medium green coat . . . 14.98

THE SHIRTW,
the new wris
sleekly belte
Deep box ple
9, 11, 13, 15
State size. St
♦ 17 G 5188
♦ 17 G 5189
Each . . .
Catalog num



\$16.98

THE SHIRTWAIST SUIT in pure wool checks has the new wrist-tight cuffs on winged sleeves, a sleekly belted waistline. Jacket, rayon lined. Deep box pleats on front of well-cut skirt. *Sizes* 9, 11, 13, 15, 17; size scale on opposite page. *State size*. Shipping weight 3 pounds 4 ounces.

♦ 17 G 5188-Black-and-white check
♦ 17 G 5189-Brown-and-white check
Each.....16.98



\$26.98 cash, \$5 monthly on Easy Terms

THE CARDIGAN SUIT in dressy all wool crepe has fashion's new string-tied middle, contrasting scallop embroidery. Rayon lining. Swingy gored skirt. *Sizes* 9, 11, 13, 15, 17; size scale on opposite page. *State size*. Shpg. wt. 2 lbs. 14 oz.

♦ 17 G 5191-Gray.....26.98
♦ 17 G 5192-Medium brown.....26.98
♦ 17 G 5193-Medium green.....26.98
♦ 17 G 5194-Black.....26.98



\$12.98

THE NOTCH-NECKED SUIT in lovely domestic Shetland-type wool (60% new wool, 40% re-processed wool). Figure-following rayon lined jacket, twice-pleated skirt. *Sizes* 9, 11, 13, 15, 17; scale, opposite page. *State size*. Shpg. wt. 3 lbs.

♦ 17 G 5195-Medium brown.....12.98
♦ 17 G 5196-Medium blue.....12.98
♦ 17 G 5197-Gold.....12.98
♦ 17 G 5198-Medium green.....12.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

ALL PAGE 13 . SUITS

new
lined
suit.
left.
6 oz.
4.98
4.98
4.98
4.98
4.98
4.98



WOMEN . .

fashion never steps
aside for size at
Sears. These stunning
match-ups and suits
prove it.
They have the same
exciting new
touches you see in
our Misses' offerings.
It's just a matter of
knowing cut and wise
selection of detail.

Women's Suit and Coat Size Scale

Sizes . . . 34 36 38 40 42 44
If hips . . . 38½ 40½ 42½ 44½ 46½ 48½ in.
If waist . . 30 32 34 36 38 40 in.
If bust . . 36 38 40 42 44 46 in.
Skirt-
lengths . . 26 26 26½ 26½ 27 27 in.
Fitted
Coat-
lengths . . 43 43½ 44 44½ 45 45½ in.
Loose-fitting coats run about 1 inch shorter. Do not measure hips for boxy coats.

Catalog numbers marked † shipped
from Philadelphia or Kansas City.
Order, pay postage from Sears
nearest mail order house. All
suits and coats are available on
Sears Easy Terms . . . see inside
back cover for complete details.



Our Best \$26.98 \$5 monthly
cash, on Easy Terms

Good Quality \$16.98

CLASSIC MATCH-UPS in choice wools. A well-cut coat, rayon lined and warmly interlined, has deep armholes, a back vent pleat, plenty of precise seaming. Suit twin has shapely rayon lined jacket, skirt pleated front and back. Sizes 34, 36, 38, 40, 42, 44. State size. Shipping weight coat 4 lbs.; suit 3 lbs. 10 oz.

Our Best Domestic Shetland-type Wool	Our Good Domestic Shetland-type Wool
†17 G 5200M—Med. brown suit. 26.98	†17 G 5206M—Med. brown suit. 16.98
†17 G 5201M—Med. brown coat. 26.98	†17 G 5207M—Med. brown coat. 16.98
†17 G 5202M—Med. blue suit. 26.98	†17 G 5208M—Med. blue suit. 16.98
†17 G 5203M—Med. blue coat. 26.98	†17 G 5209M—Med. blue coat. 16.98
†17 G 5204M—Black suit. 26.98	†17 G 5210M—Med. green suit. 16.98
†17 G 5205M—Black coat. 26.98	†17 G 5211M—Med. green coat. 16.98

\$16.98

CHALK STRIPE MATCH-UPS, beautiful
slimming in soft-textured all wool flannel.
Peaked lapel coat, rayon lined; interlined
tailored with vent pleat back, deep pockets
roomy armholes. Tops a suit that has
waist nipping link-button jacket that
rayon lined. Skirt is pleated front and back.
Sizes 34, 36, 38, 40, 42, 44. State size. Shipping
weight coat 3 lbs. 10 oz.; suit 3 lbs. 10 oz.

†17 G 5212M—Gray and white stripe suit 16.98
†17 G 5213M—Gray and white stripe coat 16.98

\$18.98 co

THE LINK-BUTTON
all wool worsted.
worked in slimmin
dot pockets on a
pleated front and
back. Sizes 34, 36, 38, 40, 42,
44. State size. Shipping
weight coat 3 lbs. 10 oz.; suit 3 lbs. 10 oz.
†17 G 5215—Nav
†17 G 5216—Blac
Numbers marked



\$18.98 cash, \$5 monthly on Easy Terms

THE LINK-BUTTON SUIT, strictly tailored in a fine all wool worsted. Faint white hairline stripe worked in slimming lines. Wingspread lapels and slot pockets on a rayon lined jacket. Skirt is pleated front and back, neatly side-closed. *Sizes 34, 36, 38, 40, 42, 44; size scale on opposite page. Please state size. Shipping weight 3 lbs. 8 oz.*
 ♦ 17 G 5215-Navy blue.....18.98
 ♦ 17 G 5216-Black.....18.98

\$16.98

THE YOUNG CARDIGAN SUIT, fashioned in a rich-textured all wool crepe, is smartly collarless, yokes its shoulders for new smooth lines, tucks its waist for sleekness. Rayon lined. Skirt is pleated front and back. *Sizes 34, 36, 38, 40, 42, 44; scale, opposite page. State size. Shpg. wt. 3 lbs. 2 oz.*
 ♦ 17 G 5217-Black ♦ 17 G 5220-Medium gray
 ♦ 17 G 5218-Navy blue
 ♦ 17 G 5219-Royal (bright blue).....Each 16.98

\$26.98 cash, \$5 monthly on Easy Terms

THE SOFT DRESSY SUIT comes in a fine all wool crepe, outlines a handsome rayon lined jacket in rich rayon braid. The skirt fits over hips sleekly, is pleated front and back. *Sizes 34, 36, 38, 40, 42, 44; scale, opposite page. State size. Shpg. wt. 3 lbs. 6 oz.*
 ♦ 17 G 5221-Black.....26.98
 ♦ 17 G 5222-Medium green.....26.98
 ♦ 17 G 5223-Medium brown.....26.98
 ♦ 17 G 5224-Navy blue.....26.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 15 . . SUITS

ripple-fold fur collar

adds a luxury touch to the twin-buttoned coat with shapely waistline, new fuller sleeves and a skirtful of gores.

Impressively tailored in a warm deep-down suede-soft wool, with a choice of 2 fashionable furs for the collar. Lined with lovely rayon, and warmly interlined

\$59.50 plus tax

Tax \$11.90 . . total cash price \$71.40
\$5.00 monthly, Sears convenient Easy Terms

With Silver blue-dyed Russian Squirrel Collar, lush, silky; a smart new shade. Sizes 10, 12, 14, 16, 18, 20; scale, page 24. State size. Shpg. wt. ea. 4 lbs. 14 oz.

♦ 17G3522E—Black
♦ 17G3523E—Dark brown
♦ 17G3524E—Winter white (light gray)
♦ 17G3525E—Medium blue. Each. 59.50
Plus 20% Fed. Excise Tax..... 11.90
Total cash price..... 71.40

\$45.00 cash

\$5.00 monthly, Sears convenient Easy Terms

With Beaver-dyed Coney Collar, a deep rich dark brown. Sizes 10, 12, 14, 16, 18, 20; scale, page 24. State size. Shipping weight each 4 pounds 14 ounces.

♦ 17G3526—Black
♦ 17G3527—Dark brown
♦ 17G3528—Winter white (light gray)
♦ 17G3529—Med. blue, Ea. cash 45.00

Kerrybrooke
FASHIONS

Catalog numbers marked with ♦ are shipped from Philadelphia. Order and pay postage only from Sears nearest mail order house.



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fur lavished

and tautly tied through the waistline . . . that's the coat making fashion history this year. New full-above, full-below feeling achieved through deep armholes, artful gathers, and swingy fur-hemmed skirt panels. In rich, suede-soft pure wool coating, nicely rayon lined and interlined

\$49.98 cash

\$5.00 monthly, Sears convenient Easy Terms

With Beaver-dyed Mouton Lamb Trimming, a hardy fur with silky radiant texture. Sizes 10, 12, 14, 16, 18, 20; see size scale on page 24. Please state size. Shipping weight each 5 pounds.

♦17G3530-Black

♦17G3531-Dark brown

♦17G3532-Royal (bright blue)

♦17G3533-Med. green. Ea. cash 49.98

\$39.98 cash

\$5.00 monthly, Sears convenient Easy Terms

With Beaver-dyed Coney Trimming, long-wearing densely furred skins. Sizes 10, 12, 14, 16, 18, 20; size scale page 24. State size. Shpg. wt. ea. 5 lbs.

♦17G3534-Black

♦17G3535-Dark brown

♦17G3536-Royal (bright blue)

♦17G3537-Med. green. Ea. cash 39.98



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the belted look

is the newest look in dressy coats. You get it in this standout Kerrybrooke that closes with waist-nipping ties instead of buttons . . . accents far-flung shoulders and deep armholes. Fashion extras: plenty of rich rayon braid, slanted pockets and ornamental buttons. In suede-soft all wool with marvelous texture

\$37.50 cash

\$5.00 monthly on Sears Easy Terms . . .
See inside back cover for complete information

Tapering flange, close-clinging neckline and a pair of pockets, all beautifully tailored. Matching braid. Rayon lining, warm interlining. Sizes 10, 12, 14, 16, 18, 20, size scale on page 24. State size. Shipping weight 5 pounds.

♦17 G 3538—Black 37.50
♦17 G 3539—Dark brown 37.50
♦17 G 3540—Royal (bright blue) . . . 37.50
♦17 G 3541—Medium green . . . 37.50

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage only from Sears nearest mail order house.

Kerrybrooke
ONE OWN TRADE MARK
FASHIONS

THE RIGHT WAY TO SAY
FASHION IN COATS



the town coat

enriched with wide paths of glossy rayon braid is smartly uncollared, has sleeves ballooning out from under clever cape shoulders. All definitely this season touches. In a pure suede-soft all wool with the careful Kerrybrooke tailoring that only a master coat maker can produce

\$37.50 cash

\$5.00 monthly on Sears Easy Terms . .

See inside back cover for complete information

Sleekly tucked and twin-buttoned at the waistline, a slightly swirled skirt below. Harmonizing braid. Rayon lined, warmly interlined. Sizes 10, 12, 14, 16, 18, 20; see size scale on page 24. State size. Shipping weight 5 pounds.

♦17 G 3542-Black 37.50

♦17 G 3543-Navy blue 37.50

♦17 G 3544-Dark brown 37.50

♦17 G 3545-Winterwhite(lt.gray) 37.50

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Order and pay postage only from Sears nearest mail order house.

Kerrybrooke
OUR OWN TAILORS MAKE
FASHIONS

THE RIGHT WAY TO SAY
FASHION IN COATS

ALL PAGE 19 . . COATS

Kerrybrooke
FASHIONS

KNIT BACK FLEECE

loomed and wear-tested by the famous WARREN mills is soft and warm because it has a pure wool face, cotton back, its close-threaded weave defies wind. Wonderful fabric for our famous overcoats with wide armholes, this year's softer detailing. All fully rayon lined, interlined

\$23.75 each, cash
\$5 monthly on Easy Terms

A THE GREATCOAT, its fullness smartly caught in by a belt. New wide-flung rever collar, broad shoulders and a quartet of jeweler's buttons. Knit Back Fleece with an all wool face and cotton back (55% face, 45% back). Sizes 10, 12, 14, 16, 18, 20; size scale on page 24. State size. Shpg. wt. 5 lbs. 14 oz.
♦17 G 3546-Dark brown ♦17 G 3547-Medium gray
♦17 G 3548-Medium blue ♦17 G 3549-Black
Each..... 23.75

B WHIPSTITCHED BOYCOAT, its fine tailoring showing up in precise welt seaming, huge pockets, back vent pleat. Knit Back Fleece; all wool face, cotton back (55% face, 45% back). Sizes 10, 12, 14, 16, 18, 20; scale, page 24. State size. Shpg. wt. 5 lbs. 10 oz.
♦17 G 3550-Dark brown ♦17 G 3551-Medium gray
♦17 G 3552-Medium blue ♦17 G 3553-Lt. soft green
Each..... 23.75

C THE BALMACAN, go-with-everything coat smartly rings its hemline with railroad stitching. Collar is smartly convertible, armholes deep enough for suits. Knit Back Fleece with an all wool face and cotton back (55% face, 45% back). Sizes 10, 12, 14, 16, 18, 20; size scale, page 24. State size. Shpg. wt. 5 lbs. 10 oz.
♦17 G 3554-Dark brown ♦17 G 3555-Medium gray
♦17 G 3556-Medium blue ♦17 G 3557-Black
Each..... 23.75

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. Easy Terms available... see inside back cover.



A



B



C

SUEDE-SOFT WOOLS, 100% pure,
flow like honey into the
neat and easy lines of these
smart all-purpose coats. Shoulders
curve, armholes deepen, seams
mould softly in the newest fashion

\$24.98 AND \$16.98 each, cash

\$5.00 monthly on Sears Easy Terms

[A] THE HEART-LAPEL CHESTERFIELD is collared in rayon velvet. Arrow-stitched pockets; inverted pleat back. Rayon lined, warmly interlined. *Sizes 10, 12, 14, 16, 18, 20; scale, page 24. State size.* Shipping weight each 4 lbs. 12 oz.

Our Best Quality suede-soft all wool

♦ 17 G 3558-Black	24.98
♦ 17 G 3559-Dark brown	24.98
♦ 17 G 3560-Winter white (light gray)	24.98
♦ 17 G 3561-Royal (bright blue)	24.98
♦ 17 G 3562-Medium green	24.98

Our Good Quality suede-soft all wool

♦ 17 G 3563-Black	16.98
♦ 17 G 3564-Dark brown	16.98
♦ 17 G 3565-Royal (bright blue)	16.98
♦ 17 G 3566-Medium green	16.98

[B] THE GLITTER-BELTED COAT, a big-news fashion, softly, deeply draped, has new wing armholes. Rayon lined, warmly interlined. *Sizes 10, 12, 14, 16, 18, 20; size scale, page 24. State size.* Shipping weight each 4 lbs. 14 oz.

Our Best Quality suede-soft all wool

♦ 17 G 3568-Black	24.98
♦ 17 G 3569-Dark brown	24.98
♦ 17 G 3570-Winter white (light gray)	24.98
♦ 17 G 3571-Royal (bright blue)	24.98
♦ 17 G 3572-Wine red	24.98

Our Good Quality suede-soft all wool

♦ 17 G 3573-Black	16.98
♦ 17 G 3574-Dark brown	16.98
♦ 17 G 3575-Wine red	16.98
♦ 17 G 3576-Medium green	16.98

[C] THE CUFF COAT, lavished with rayon velvet touches, has the new belted look, new neck buttoning. Rayon lined; warmly interlined. *Sizes 10, 12, 14, 16, 18, 20; scale on page 24. State size.* Shipping weight each 4 lbs. 14 oz.

Our Best Quality suede-soft all wool

♦ 17 G 3578-Black	24.98
♦ 17 G 3579-Dark brown	24.98
♦ 17 G 3580-Winter white (light gray)	24.98
♦ 17 G 3581-Royal (bright blue)	24.98
♦ 17 G 3582-Wine red	24.98

Our Good Quality suede-soft all wool

♦ 17 G 3584-Black	16.98
♦ 17 G 3585-Dark brown	16.98
♦ 17 G 3586-Royal (bright blue)	16.98
♦ 17 G 3587-Medium green	16.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms are available . . . see inside back cover.



A



B



C

DRESSED-UP Winter Coats
in soft-touch woolens,
cut generously, cut
into coats with the
newest sleeve and collar
treatments . . . waistlines
smartly belted, buttoned
or left alone. All
important fashions at
Sears typically low prices

\$22.98 AND \$29.98 cash
\$5.00 monthly on Sears Easy Terms

Size Scale for Misses' Coats

Boxy coats fit loosely. Order regular size, not a larger size. Measure bust, waist, hips 7 inches below waist. Check size scale below with your measurements.

Order size	10	12	14	16	18	20
If hips are:	34	35	36½	38	39½	41
If waist is:	24	25½	27	28½	30	32
If bust is:	31	32½	34	35½	37	39
Coat length:	41	41½	42	42½	43	43½

Fitted coats in lengths above.

Boxy coats 1 in. shorter, each size.

Why not get a complete wardrobe at Sears?
Easy Terms are available if your order totals
\$10 or more . . . see our inside back cover
for complete details of this way to buy.

Catalog numbers marked ♦ shipped from
Philadelphia or Kansas City. Order, pay
postage from Sears nearest mail order house.

THE BOLERO-EFFECT COAT has fashionable shoulder-into-sleeve treatment. Belts its waist hard and fast. Rayon lined; interlined. Sizes 10, 12, 14, 16, 18, 20; size scale at left. State size. Shipping weight ea. 4 lbs. 12 oz.

Our Best Quality in a rich suede-soft all wool.

♦ 17 G 3640-Black
♦ 17 G 3641-Dark brown
♦ 17 G 3642-Wine red
♦ 17 G 3643-Winter white (light gray). Each . . . 29.98

Our Fine Quality in a nice soft-draping all wool.

♦ 17 G 3588-Black
♦ 17 G 3589-Dark brown
♦ 17 G 3590-Wine red
♦ 17 G 3591-Winter white (light gray). Each . . . 22.98

THE TWIN-BUTTON COAT slants smart folds to show off new wide-winged sleeves. Neatly tailored. Rayon lined; warmly interlined. Sizes 10, 12, 14, 16, 18, 20; size scale at left. State size. Shipping weight each 4 pounds 10 oz.

Our Best Quality in a rich suede-soft all wool.

♦ 17 G 3644-Royal blue
♦ 17 G 3645-Dark brown
♦ 17 G 3647-Med. green
♦ 17 G 3646-Winter white (light gray). Each . . . 29.98

Our Fine Quality in a nice soft-draping all wool.

♦ 17 G 3592-Royal blue
♦ 17 G 3593-Dark brown
♦ 17 G 3595-Med. green
♦ 17 G 3594-Winter white (light gray). Each . . . 22.98





THE GLITTER-BELT COAT in rich suede-soft wool, bells its sleeves smartly . . . wear them as shown or in new push-up fashion. Tucked at waist, inverted pleat in back. Rayon lined; interlined. *Sizes 10, 12, 14, 16, 18, 20; size scale, opposite page. State size. Shpg. wt. 4 lbs. 12 oz.*

- ♦ 17 G 3596-Black 22.98
- ♦ 17 G 3597-Dark brown 22.98
- ♦ 17 G 3598-Medium green 22.98
- ♦ 17 G 3599-Medium blue 22.98

THE TIED-IN-TIGHT COAT in velvety suede-soft all wool has fashion's new neck buttoning, drops two smart flaps from well-set shoulders. Nicely tailored and finished with rayon lining; warm interlining. *Sizes 10, 12, 14, 16, 18, 20; size scale, opp. page. State size. Shpg. wt. each 4 lbs. 12 oz.*

- ♦ 17 G 3600-Winter white (light gray) . . . 22.98
- ♦ 17 G 3601-Dark brown 22.98
- ♦ 17 G 3602-Medium green 22.98
- ♦ 17 G 3603-Royal (bright blue) 22.98

THE TIMELESS BOY COAT is precisely tailored in rich suede-soft wool, shapes its lapels into hearts, has vent pleat back. Full cut for over-suit wear. Rayon lined; warmly interlined. *Sizes 10, 12, 14, 16, 18, 20; size scale, opposite page. State size. Shipping weight each 4 lbs. 12 oz.*

- ♦ 17 G 3604-Black 22.98
- ♦ 17 G 3605-Dark brown 22.98
- ♦ 17 G 3606-Winter white (light gray) . . . 22.98
- ♦ 17 G 3607-Medium blue 22.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 25 . . COATS

SHORTCOATS,

we salute you. We believed in you for years and now you're the biggest news in fashion. Fresh, completely young . . . seen everywhere over everything. Fur-laden or buttoned belted or swinging free . . . Sears, as usual, has all of the smash-hit styles

When we designed this superb collection, we didn't settle for smart style alone. We insisted upon fine making, too. For these are coats you fling over everything you own. They have to stand up under day-to-day wear. Result: they are done in hardy fabrics. Their trimmings are not only lovely to look at but practical. Stitching is clean, seams are precise, linings and interlinings carefully sewn for good fit, good hang. And add to these desirable features Sears low prices.

Buy the best . . . buy better quality . . . the Sears Easy Payment way. Budget your clothes expense and pay over many months. See inside back cover for complete details.

Catalog numbers marked with ♦ are shipped from Philadelphia or Kansas City. Order and pay postage only from your Sears nearest mail order house.



\$45.00 cash, \$5 monthly on Easy Terms

THE CARDIGAN COAT in suede-soft all wool with swashbuckling cuffs and neck-button of lovely beaver-dyed mouton lamb. Yoke accents smoothed shoulders, winged armholes. Waistline deeply tucked. Inverted back pleat. Rayon lined; interlined. 36 inches long. Sizes 10, 12, 14, 16, 18, 20; scale, page 24. State size. Shpg. wt. ea. 4 lbs. 14 oz.

♦ 17 G 3608-Black	45.00
♦ 17 G 3609-Medium green	45.00
♦ 17 G 3610-Royal (bright blue)	45.00
♦ 17 G 3611-Winter white (light gray)	45.00

\$49.98 cash, \$5 monthly on Easy Terms

THE TUXEDO SHORTCOAT in suede-soft all wool has wide-sweep sleeves, a belt that nips an all-around tucked waistline. Densely furred paths of beaver-dyed mouton lamb from neck to hem. Inverted pleat in back. Rayon lined; interlined. 36 inches long. Sizes 10, 12, 14, 16, 18, 20; size scale, page 24. State size. Shpg. wt. ea. 4 lbs. 14 oz.

♦ 17 G 3612-Black	49.98
♦ 17 G 3613-Dark brown	49.98
♦ 17 G 3614-Winter white (light gray)	49.98
♦ 17 G 3615-Medium green	49.98



\$19.98 cash, \$5 monthly on Easy Terms

THE DRESSY SHORTCOAT in soft-draping all wool calls attention to its smart lines with nice ropey rayon braid. The Sears-smart tailoring, the fine finish gives it a quality look. Rayon lined; warmly interlined. 36 inches long. *Sizes* 10, 12, 14, 16, 18, 20; scale, page 24. *State size.* Shpg. wt. ea. 4 lbs. 7 oz.

- ♦ 17 G 3616-Black..... 19.98
- ♦ 17 G 3617-Dark brown..... 19.98
- ♦ 17 G 3618-Winter white (light gray).... 19.98
- ♦ 17 G 3619-Wine red..... 19.98

\$22.98 cash, \$5 monthly on Easy Terms

THE GLITTER COAT in soft-draping all wool is showered with nailheads, its fullness smartly caught in with a belt. Has everything that's new in fashion. Rayon lined; interlined. 33 inches long. *Sizes* 10, 12, 14, 16, 18, 20; see size scale, page 24. *Please state size.* Shipping weight each 4 lbs. 6 oz.

- ♦ 17 G 3620-Black..... 22.98
- ♦ 17 G 3621-Royal (bright blue)..... 22.98
- ♦ 17 G 3622-Winter white (light gray).... 22.98
- ♦ 17 G 3623-Wine red..... 22.98

\$24.98 cash, \$5 monthly on Easy Terms

THE DOUBLE-BREASTED COAT in fluffy woven wool fleece notches wide-spread lapels, deepens armholes smartly. Waistline tucked all-around. Inverted pleat in back. 36 in. long. Rayon lined; interlined. *Sizes* 10, 12, 14, 16, 18, 20; scale, page 24. *State size.* Shpg. wt. each 4 lbs. 12 oz.

- ♦ 17 G 3624-Black..... 24.98
- ♦ 17 G 3625-Dark brown..... 24.98
- ♦ 17 G 3626-Winter white (light gray).... 24.98
- ♦ 17 G 3627-Kelly (bright green)..... 24.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 27 . . COATS

Kerrybrooke
FASHIONS

SUN OR SHOWER
coats, as smartly styled
as the newest dresscoats
... with new shoulder,
sleeve and neckline
treatments. Full-
cut and sturdily
tailored in the most
supple of fabrics,
specially treated to
resist wind and rain.

Your coat, like all Sears fashions,
may be bought on Easy Payment
Terms. Purchasing it that way, you
can buy better quality... budget the
difference in cost over months. Good
clothes last longer, look better, cost
less for upkeep. Buy the best...
use Sears Easy Payment Plan. See
the inside back cover for details.

Catalog numbers marked ♦ shipped
from Philadelphia or from Kansas
City. Order and pay postage only
from Sears nearest mail order house.



\$17.98 Rayon gabardine

THE DRESSMAKER COAT in choice of three excellent
water-repellent fabrics, wing-deep armholes, fashion-
able belted look. Convertible collar, shirtwaist ad-
justable button cuffs. Sizes 10, 12, 14, 16, 18, 20;
size scale, page 24. State size. Shpg. wt. ea. 2 lbs. 8 oz.

Rayon gabardine—sturdy, top-fashion fabric.

♦ 17 G 4824—Medium tan ♦ 17 G 4825—Black
♦ 17 G 4826—Medium blue Each..... 17.98

Fine-woven twill—illustrated. Smart shimmery
finished rayon and cotton, wears beautifully.

♦ 17 G 4827—Medium tan ♦ 17 G 4828—Black
♦ 17 G 4829—Medium blue Each..... 14.98

Rayon faille—rich-textured, very new looking.

♦ 17 G 4830—Medium tan ♦ 17 G 4831—Black
♦ 17 G 4832—Medium blue Each..... 10.98

\$17.98 Rayon gabardine

THE NIGHTSHIRT COAT, fashion's newest delight, has
a little tab collar, four transparent buttons on a front
band, fly front closing from there on down. Full blown
sleeves button at wrist. Sizes 10, 12, 14, 16, 18, 20;
scale, page 24. State size. Shpg. wt. each 2 lbs. 8 oz.

Rayon gabardine—sturdy, top-fashion fabric.

♦ 17 G 4833—Medium tan ♦ 17 G 4834—Black
♦ 17 G 4835—Navy blue Each..... 17.98

Fine-woven twill—illustrated. Smart shimmery
finished rayon and cotton, wears beautifully.

♦ 17 G 4836—Medium tan ♦ 17 G 4837—Black
♦ 17 G 4838—Navy blue Each..... 14.98

Rayon faille—rich-textured, very new looking.

♦ 17 G 4839—Medium tan ♦ 17 G 4840—Black
♦ 17 G 4841—Navy blue Each..... 10.98



\$6.98 lined

FLY-FRONT RAINCOAT, nice and boxy, is smartly tailored in heavy water-repellent cotton gabardine. Your pet boy style with a collar that converts easily, deep carry-all pockets, one pretend pocket. Storm tab above hem. Plenty of precise stitching finish. $\frac{3}{4}$ length. Sizes 10, 12, 14, 16, 18, 20; size scale, page 24. State size.

Lined . . Shipping weight 2 lbs. 14 oz.

♦ 17 G 4843-Medium tan with colorful rayon and cotton plaid lining. 6.98

Unlined . . Shipping weight 2 lbs. 2 oz.

♦ 17 G 4844-Medium tan. 4.98

\$7.98

THE HOLLYWOOD COAT, with attractive swagery collar is a big value at this Sears low price. Wonderfully styled with a fashionable proud-shouldered buttoned yoke, a wide belt to nip your waistline. Deep pockets are cleverly pleated, softly draped. Roomy armholes designed for comfort and over-suit wear. Generously cut, handsomely finished in sturdy dependable cotton gabardine that is water-repellent. Sizes 10, 12, 14, 16, 18, 20; size scale, page 24. State size. Shipping wt. 2 lbs. 10 oz.

♦ 17 G 4845-Medium tan. 7.98

\$11.98

WOMEN'S SPECIAL, a fashion-wise coat smartly adapted for large sizes. Nice collarline is easily convertible. Deep sleeves with suit-accommodating armholes. There's a long tie belt to hold it close and snug about you and clever button tabs on sleeves. Cut full, strongly stitched for long hard wear in rain-resistant cotton poplin. Sizes 34, 36, 38, 40, 42, 44; size scale, page 36. Please state size. Shipping weight each 3 pounds 2 ounces.

♦ 17 G 4846-Med. tan ♦ 17 G 4847-Black
♦ 17 G 4848-Navy blue Each. 11.98

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ALL PAGE 29 . . COATS



JUNIORS . . these are the coats of the year . . all rounded softness above a sleekly belted middle, gentle skirt swinginess below. They're Kerrybrooke quality with fashion-touches of genius in the fur, nailhead and embroidery decorations

\$49.98 cash, \$5 monthly on Easy Terms

- A** BEAVER-DYED MOUTON LAMB on a coat of suede-soft all wool, squares off bolero fashion on top, covers pockets below smartly belted waist. Rayon lined; warmly interlined. Sizes: 9, 11, 13, 15, 17; size scale, page 32. Please state size. Shpg. wt. 5 lbs. 6 oz.
- | | |
|--------------------------------------|-------|
| ♦ 17 G 3010-Dark brown..... | 49.98 |
| ♦ 17 G 3011-Medium green..... | 49.98 |
| ♦ 17 G 3012-Medium blue..... | 49.98 |
| ♦ 17 G 3013-Royal (bright blue)..... | 49.98 |

\$24.98 cash, \$5 monthly on Easy Terms

- B** THE CARDIGAN COAT in suede-soft all wool closes with shiny metal bellhop buttons, adds more glitter with nailheads on belt and cuffs. Rayon lined; warmly interlined. Sizes 9, 11, 13, 15, 17; size scale, page 32. State size. Shipping weight 4 pounds 10 ounces.
- | | |
|--|-------|
| ♦ 17 G 3014-Black..... | 24.98 |
| ♦ 17 G 3015-Royal (bright blue)..... | 24.98 |
| ♦ 17 G 3016-Winter white (light gray)..... | 24.98 |
| ♦ 17 G 3017-Wine red..... | 24.98 |

\$22.98 cash, \$5 monthly on Easy Terms

- C** THE DRESSED-UP COAT in warm, soft-draping all wool, puts embroidery doodling where it shows off best . . on collar, on a slanted flange. Rayon lined; warmly interlined. Sizes 9, 11, 13, 15, 17; size scale, page 32. State size. Shipping weight 4 pounds 10 oz.
- | | |
|--------------------------------------|-------|
| ♦ 17 G 3018-Dark brown..... | 22.98 |
| ♦ 17 G 3019-Medium green..... | 22.98 |
| ♦ 17 G 3020-Royal (bright blue)..... | 22.98 |
| ♦ 17 G 3021-Wine red..... | 22.98 |

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy fashion at its freshest . . Easy Terms are available . . see inside back cover.



A \$49.98



B \$24.98



C \$22.98

ALL PAGE 31 .. COATS

JUNIORS . .

you are looking at the
newest casuals. Coats
with zing. Coats with the
soft feminine look
fashion is after these
days. Smooth shouldered,
deep sleeved, briskly
belted or swinging free.
In warm woolens . .
with the clean tailoring
for which we're so famous

\$19.98 each, cash
\$5.00 monthly on Easy Terms

- A** THE SHIRT-COLLAR COAT in fluffy woven wool
fleece has lots of precise welt seaming. Rayon
lined; warmly interlined. Sizes 9, 11, 13, 15, 17; size
scale below. State size. Shipping weight 4 lbs. 10 oz.
- ♦ 17 G 3022-Camel (light tan)..... 19.98
 - ♦ 17 G 3023-Dark brown..... 19.98
 - ♦ 17 G 3024-Winter white (light gray)..... 19.98
 - ♦ 17 G 3025-Kelly (bright green)..... 19.98

- B** THE CUFF COAT in soft-draping all wool is neatly
nipped with a tie belt. Rich rayon velvet smart-
ly used. Rayon lined; interlined. Sizes 9, 11, 13, 15,
17; scale, below. State size. Shpg. wt. 4 lbs. 12 oz.
- ♦ 17 G 3026-Royal (bright blue)..... 19.98
 - ♦ 17 G 3027-Wine red..... 19.98
 - ♦ 17 G 3028-Dark brown..... 19.98
 - ♦ 17 G 3029-Medium green..... 19.98

- C** THE CARDIGAN SHORTCOAT in suede-soft all wool
rounds its shoulders in top-fashion cape effect.
Plenty of swinginess caught in by a belt. Rayon
lined; interlined. 36 in. long. Sizes 9, 11, 13, 15, 17;
size scale below. State size. Shpg. wt. 4 lbs. 8 oz.
- ♦ 17 G 3030-Royal (bright blue)..... 19.98
 - ♦ 17 G 3031-Wine red..... 19.98
 - ♦ 17 G 3032-Winter white (light gray)..... 19.98
 - ♦ 17 G 3033-Black..... 19.98

Catalog numbers marked ♦ shipped from Phila-
delphia or Kansas City. Order, pay postage from
Sears nearest mail order house. Everything at Sears
is available on Easy Terms . . see inside back cover.

Size Scale for Junior Coats

Order size . . .	9	11	13	15	17
If hips are . . .	33	34½	36	37½	39 in.
If waist is . . .	23½	24½	26	27½	29 in.
If bust is . . .	30½	32	33½	35	36½ in.
Coat length . . .	39½	40½	41	41½	42 in.



A \$19.98



B \$19.98



C \$19.98

ALL PAGE 33 COATS

A WOMAN'S CASUAL COAT . .
 the simple easy kind of
 coat we love doing . . styling as
 fashion-conscious as our
 Misses' offerings . . the clean
 precise tailoring we're masters
 at producing. In long-life
 suede-soft woolens that are
 fine value for the money.

A THE BOY COAT makes a heart of its lapels, has neat slot pockets and carefree swing. A splurge of whip-stitching is beautifully handled. Rayon lined and warmly interlined. Sizes 34, 36, 38, 40, 42, 44; scale, page 36. State size. Shpg. wt. each 5 lbs. 2 oz. Our Best Quality in a rich suede-soft wool. Our Fine Quality in a nice suede-soft wool.

♦ 17 G 4456-Dk. brown	♦ 17 G 4459-Dk. brown
♦ 17 G 4457-Med. blue	♦ 17 G 4460-Med. blue
♦ 17 G 4458-Med. green	♦ 17 G 4461-Med. green
\$5.00 monthly on Easy Terms. Each, Cash 26.98	\$5.00 monthly on Easy Terms. Each, Cash 19.98

B THE WING-SLEEVE COAT with fashionable new fully belted look. Wonderfully flattering with a club collar, folds to emphasize cut of sleeves. Rayon lined, interlined. Sizes 34, 36, 38, 40, 42, 44; size scale, page 36. State size. Shipping wt. ea. 5 lbs. 2 oz. Our Best Quality in a rich suede-soft all wool. Our Fine Quality in a nice suede-soft all wool.

♦ 17 G 4462-Black	♦ 17 G 4466-Black
♦ 17 G 4463-Dk. brown	♦ 17 G 4467-Dk. brown
♦ 17 G 4464-Med. blue	♦ 17 G 4468-Med. blue
♦ 17 G 4465-Med. green	♦ 17 G 4469-Med. green
\$5.00 monthly on Easy Terms. Each, Cash 26.98	\$5.00 monthly on Easy Terms. Each, Cash 19.98

C THE YOUNG CHESTERFIELD has wide-flung lapels, is collared in soft flattering rayon velvet. Smooth-shouldered, cut to slip easily over suits. Vent pleat back. Rayon lined, warmly interlined. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; size scale on page 36. State size. Shipping weight each 5 lbs. 4 oz. Our Best Quality in a rich suede-soft all wool. Our Fine Quality in a nice suede-soft all wool.

♦ 17 G 4470-Black	♦ 17 G 4474-Black
♦ 17 G 4471-Dk. brown	♦ 17 G 4475-Dk. brown
♦ 17 G 4472-Med. blue	♦ 17 G 4476-Med. blue
♦ 17 G 4473-Med. green	♦ 17 G 4477-Med. green
\$5.00 monthly on Easy Terms. Each, Cash 26.98	\$5.00 monthly on Easy Terms. Each, Cash 19.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms available . . see inside back cover for full details.



Our Best Quality
A \$26.98



Our Best Quality
B \$26.98



Our Best Quality
C \$26.98

ALL PAGE 35 COATS



THE FUR LOOK
OR LUXURIOUS EMBROIDERY
make something special of
women's Kerrybrooke dressy
coats. In warm fabrics with warm
interlinings, fine rayon linings
.. Sizes 34 to 52.

A THE CUFF COAT in fabrics that mimic furs, is styled like a fur coat, gives you the feeling of owning one without having to pay a fabulous price. Swagger but-ton-high collar opens into flaring revers. Beautifully tailored and finished with flowing sleeves, swingy hem-line. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. State size.

Our Best Quality—fabric looks like Persian Lamb—with lively gloss, tight curl. Warm, deep-piled all wool face, and cotton back (72% face, 28% back). A fine value.
♦ 17 G 4478—Black. Shpg. wt. 6 lbs. 14 oz. Cash 29.98

Our Good Quality, fabric that looks like Persian Lamb, with all wool face, cotton back (68% face, 32% back).
♦ 17 G 4479—Black. Shpg. wt. 6 lbs. 8 oz. Cash 24.98

Fabric that resembles *Hudson Seal* (swatch), with lively luster, velvety texture, has finger-deep pile, rayon face, cotton back (70% face, 30% back). Very smart looking.
♦ 17 G 4480—Black. Shpg. wt. 6 lbs. 12 oz. Cash 22.98

B THE SLIM-FITTED COAT comes in a suede-soft all wool with lovely texture, precious warmth. Softly rounded collar is youthful, flattering. Fashionable ro-cocco embroidery is used with a lavish hand to enhance smart shoulders. Coat follows figure in slimming lines with sleek tucks at waistline. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. State size. Shpg. wt. 4 lbs. 14 oz.

♦ 17 G 4484—Black ♦ 17 G 4485—Medium blue
♦ 17 G 4486—Medium green Each..... 29.98

C THE TWIN-BUTTON COAT, superbly tailored in suede-soft all wool has embroidery sparked with jet-like centers adorning a tapering flange. Tautly buttoned for a sleek waistline, flared below. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. State size. Shpg. wt. 4 lbs. 14 oz.

♦ 17 G 4481—Black ♦ 17 G 4482—Medium blue
♦ 17 G 4483—Dark brown Each..... 35.00

Size Scale for Women's and Larger Women's Coats

Order size: 34 36 38 40 42 44 46 48 50 52
If bust is: 36 38 40 42 44 46 47 49 51 53 in.
If hips are: 38½ 40½ 42½ 44½ 46½ 48½ 49½ 51½ 53½ 55 in.
Fitted coat

length: 43 43½ 44 44½ 45 45½ 46 46½ 47 in.

Loose-fitting coats run about 1 inch shorter. For loose-fitting coats... state size, bust measure. Make no allowance for even as little as one inch variation from scale. Do not measure hips for boxy coats.

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Coats above are \$5.00 monthly on Easy Terms... see the inside back cover for details.

36... SEARS, ROEBUCK AND CO. ALL



Fabric looks like Hudson Seal
\$22.98

A Best Quality
\$29.98



B \$29.98



C \$35.00

ALL PAGE 37.. COATS

abric looks
like Hudson
Seal
\$22.98



Beaver-dyed Mouton Lamb..

plastic-processed . . every hair treated to improve its appearance, make it water and spot resistant. Silky, supple with the soft-handle that produces super smart styling.

enduring color . . the silvery shadows and lush, velvety deep brown color you admire so in expensive, fashionable beaver is expertly dyed to stay that way.

reinforced . . skilled furriers use the most modern methods in making these exceptional coats, concentrating on figure-flattering line as well as hardy construction.

full-furred pelts . . all over the coat; under arms, at sides and in the back . . there is no stinting anywhere . . since it's Sears policy to give you more value for your money.

- this is the revolutionary new fur that went to war and came back a top-fashion favorite. This is the fur that proved so hardy, the U. S. Government used it for aviators' suits. It stayed soft and silky, dense-furred and super warm through the severest tests of wear and weather; time and temperature. This is the fur with the same sheen, the same luxuriant brown coloring of expensive beaver . . but with none of beaver's upkeeping headaches. No wonder it's called the Miracle Fur, for not only do you buy beauty but practicality when you buy a Sears Beaver-dyed Mouton Lamb coat.

a down payment plus small monthly payments . . and a Sears fur coat is yours. No reason why every woman in America can't own a glamorous fur coat at Sears . . exceptionally liberal Easy Terms . . see inside back cover for complete details.

you can see these lovely Mouton Lamb coats in your Sears Order Office. See for yourself their handsome styling, luxurious quality, superior construction.

satisfaction guaranteed at Sears-Roebuck or your money will be refunded.



----- **style no. 1** . . three-quarter "stroller" length, opposite page.



----- **style no. 2** . . the seven-eighth length, shown on page 40.



----- **style no. 3** . . full-length, shown and described on page 41.

fur coat



...the fur coats that have everything



style no. 1

Stroller length

in the new plastic-processed

Beaver-dyed Mouton Lamb

\$125.00 plus tax

Tax \$25.00; total cash price \$150.00
\$51.50 down; \$10.00 monthly on Easy Terms

The Tuxedo Coat, the coat of the year, is a swingy 36-incher with the new full sleeves, softly and deeply draped from beneath a smart smoothed out shoulder-line. Cardigan-necked with wing lapels that button high when cold winds blow. Fine rayon lining; armshields; windshields. Sizes 10, 12, 14, 16, 18, 20, scale, page 48. State size. Shpg. wt. 8 lbs. 84 G0400E—Beaver brown. Cash 125.00 Plus 20% Federal excise Tax 25.00 Total cash price 150.00 Turn to the front cover of this catalog for illustration of this coat in full color. This fur coat shipped from Chicago.

Kerrybrooke
FASHIONS

◆◆ Details of this lovely fur on opposite page



Beaver-dyed Mouton Lamb

style no. 2

seven-eighth length in

the new plastic-processed

Beaver-dyed Mouton Lamb

\$109.00 plus tax

Tax \$21.80; total cash price \$130.80
\$45.00 down; \$9.00 monthly on Easy Terms

A Tuxedo Coat, 38 inches of lush, sumptuous fur, falls in swashbuckling swing from well set saddle shoulders. Big-cuffed and big-sleeved for fashion's newest silhouette. Wing cardigan neckline is convertible. Fine rayon lining; cape slings. Armshields, windshields. Sizes 10, 12, 14, 16, 18, 20; scale, page 48. State size. Shpg. wt. 9 lbs.
84 G 0401E-Beaver brown . . . 109.00
Plus 20% Federal Excise Tax . . . 21.80
Total cash price . . . 130.80
This fur coat shipped from Chicago.

Kerrybrooke
FASHIONS

◆◆ Details of this lovely fur on page 38

Lamb the fur coats that have everything



style no. 3

full length coat
in the new plastic-processed
Beaver-dyed Mouton Lamb

\$125.00 plus tax
Tax \$25.00; total cash price \$150.00
\$51.50 down; \$10.00 monthly on Easy Terms

The fabulous look and feel of silvery shadowed beaver, in a tuxedo coat that envelopes you completely, luxuriously. Deep-armhole sleeves are wide and softly draped. Rounded cardigan neckline is smartly convertible. Fine shirring below shoulders in front, shirred yoke in back. Rayon lining; cape slings. Armshields and windshields. Sizes 12, 14, 16, 18, 20; size scale on page 48. Please state size. Shipping weight 9 pounds.
84 G 0402E-Beaver brown . . . 125.00
Plus 20% Federal Excise Tax . . . 25.00
Total cash price . . . 150.00
This fur coat shipped from Chicago.



◆◆ Details of this lovely fur on page 38

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northern muskrat..

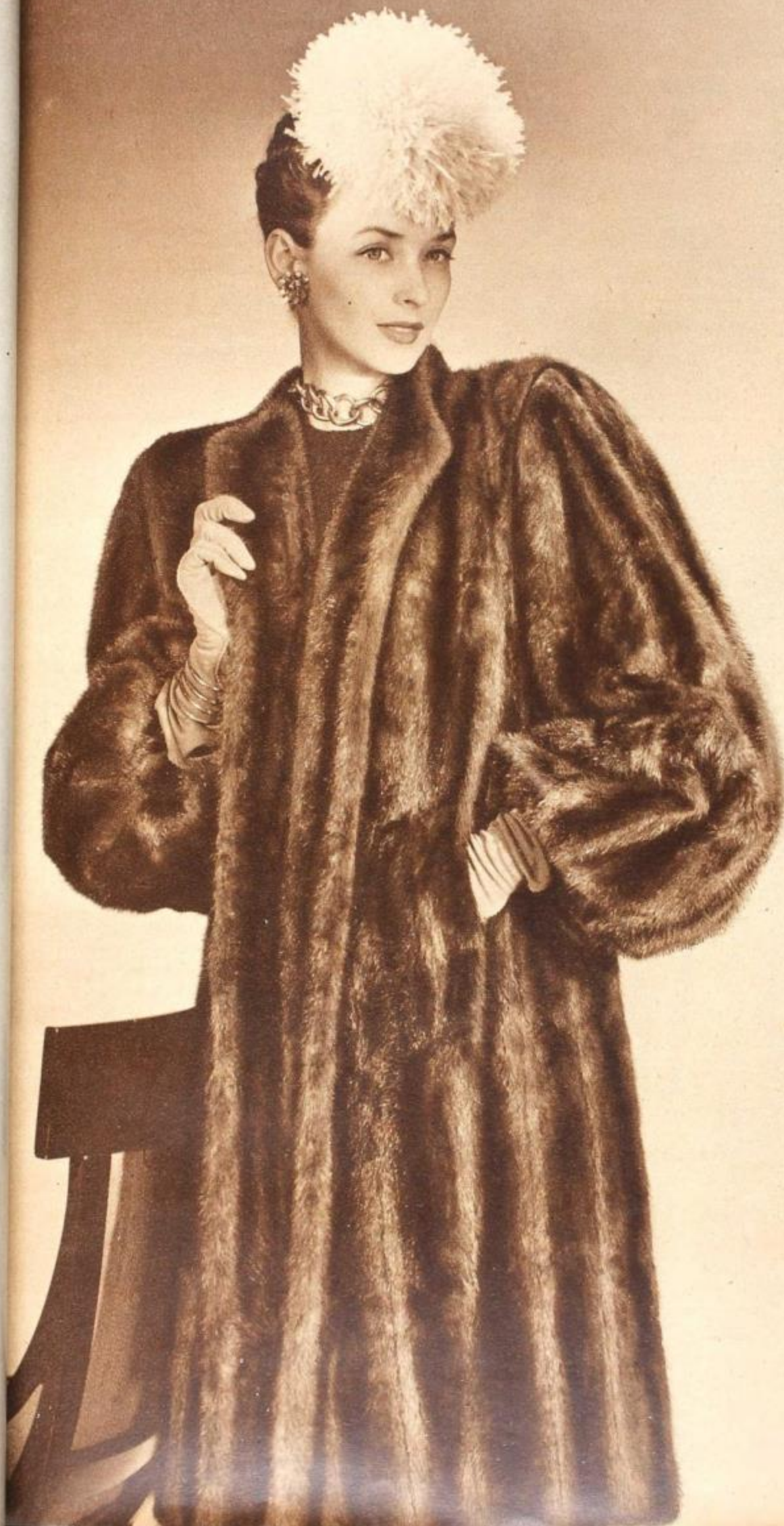
one of the most desirable of furs
mink-blended by Hollander
for the free-swinging tuxedo
with saddle shoulders sitting
pretty on it. Only the center
back of the pelt is used,
the silkiest, most densely
furred, the longest wearing,
choose it for
beauty, warmth, service.
Kerrybrooke quality workmanship

\$299.00 plus tax

Tax \$59.80 . . . total cash price \$358.80
\$123.50 down; \$22.50 monthly on Easy Terms

A new-season look clearly shows in its
deep, deep cuffs, wing revers that close
up high for greater warmth. Armshields,
windshields; lovely quality rayon lining.
Sizes 12, 14, 16, 18, 20; size scale on
page 48. State size. Shpg. wt. 8 lbs.
♦ 74 G 0403E-Mink brown . . . 299.00
Plus 20% Federal Excise Tax. 59.80
Total cash price 358.80
Catalog numbers marked ♦ shipped from
Philadelphia. Order and pay postage
from Sears nearest mail order house.





ballooning sleeves . .

newest fashion flash captured
in a magnificent fur,
Hollander Mink-blended Northern
Muskrat. All choice back pelts,
full-furred and silky,
with the radiance and hardness
you love. Crafted with care
by our talented furriers
so it deserves our famous
Kerrybrooke label of quality.
Low priced at only

\$299.00 plus tax

Tax \$59.80 . . . total cash price \$358.80
\$123.50 down; \$22.50 monthly on Easy Terms

Wing tuxedo coat artfully designed with
flowing fullness, beautifully balanced
flange shoulders. Armshields and wind-
shields, fine quality rayon lining. Sizes
12, 14, 16, 18, 20; size scale on page
48. Please state size. Shpg. wt. 8 lbs.
♦ 74 G 0404E-Mink brown . . . 299.00
Plus 20% Federal Excise Tax . . . 59.80
Total cash price 358.80
Catalog numbers marked ♦ shipped from
Philadelphia. Order and pay postage
from Sears nearest mail order house.





silvermist muskrat

A glamorous blue-grey
frosted with silver that follows
the smart new trend toward
paler furs . . . wonderfully flattering,
beautifully caught here
in warm, hardy Northern
Flank Muskrat, blended by Superior
to bring out the best
in fresh, fur-lavished skins.
The fine making that is
quality-labeled Kerrybrooke

\$299.00 plus tax

Tax \$59.80; total cash price \$358.80
\$123.50 down; \$22.50 monthly on Easy Terms

Tuxedo Coat of great beauty with won-
derful new flange shoulders, copious
cuffs, deep oversuit armholes. Fine rayon
lining; protective armshields, windshields.
Sizes 12, 14, 16, 18, 20; size scale,
page 48. State size. Shpg. wt. 8 lbs.
74 G 0405E—Silver Mist-grey 299.00
Plus 20% Federal Excise Tax.. 59.80
Total cash price..... 358.80
Catalog numbers marked # shipped from
Philadelphia. Order, pay postage from
Sears nearest mail order house. For
Sears Easy Terms, see inside back cover.





flange-shoulder muskrat

you've seen the new shoulder-stressing trend in cloth coats, but have you seen it in furs? Leave it to Sears to demand the technique that puts the prettiest set of shoulders on a warm, durable Southern Back Muskrat, Hollander-dyed the rich mellow brown of choice sable. Expertly handled, low priced for this fine quality

\$229.00 plus tax

Tax \$45.80; total cash price \$274.80
\$94.50 down; \$17.50 monthly on Easy Terms

A Wing-Collared Tuxedo style with full swaggery swing, the wide sleeves and deep cuffs so smart this year. Rich rayon lining; armshields, windshields. Sizes 10, 12, 14, 16, 18, 20; see size scale, page 48. State size. Shpg. wt. 8 lbs.
♦ 74 G 0406E-Sable brown.. 229.00
Plus 20% Federal Excise Tax.. 45.80
Total cash price..... 274.80

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.
Hat—78 G 6035.. order from page 164.

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MADE



**Furs of great beauty
in fashion-favored styles**

becoming black on this page . .

smart gray on opposite page . .

they're meant to top anything you own

\$129.00 plus \$25.80 tax; total cash \$154.80
\$53.50 down; \$10.00 monthly on Easy Terms

DYED SKUNK . . a beautiful glistening black. Col-
lar rolls softly, sleeves are newly wide. Durable,
fur-abundant skins mounted on narrow tapes
for that marvelous ripple-roll, easy bulkless line.
Rayon lining. Sizes 12, 14, 16, 18, 20 and 38, 40;
size scales, page 48. State size. Shpg. wt. 7 lbs.
#74G0407E-Black 129.00
Plus 20% Federal Excise Tax 25.80
Total cash price 154.80

\$125.00 plus \$25.00 tax; total cash \$150.00
\$51.50 down; \$10.00 monthly on Easy Terms

DYED RUSSIAN PONY . . a durable fur, richly moiré
marked and Hollander-dyed a deep black with
great life and luster. Swaggery coat with gener-
ous tuxedo, newly flange-sleeved, saddle-shoul-
dered. Rayon lining. Sizes 12, 14, 16, 18, 20 and
38, 40, 42, 44; scales, page 48. State size.
#74G0408E-Black. Shpg. wt. 7 lbs. 125.00
Plus 20% Federal Excise Tax 25.00
Total cash price 150.00

Catalog numbers marked # shipped from Philadelphia. Order and pay postage from Sears nearest
mail order house. Sears Easy Terms are available . . see inside back cover for complete details.

... \$127.80 tax, total cash price \$160.00
... on Easy Terms
... LAMB . . . beautifully m
... the proper shading from light
... and swingy. Made for long
... picture cuffs, smart new sadd
... length. Sizes 12, 14, 16, 1
... size. Shipping weight
... Tax
... are shine



\$139.00 plus \$27.80 tax; total cash price \$166.80
\$57.50 down; \$11.00 monthly on Easy Terms

DYED SOUTH AMERICAN LAMB . . . beautifully marked, clear gray skins with just the proper shading from light to dark. A tuxedo style that's nice and swingy. Made for long wear, smartly fashioned with grand-gesture cuffs, smart new saddle-shoulders. Rayon lined. 39-inch length. Sizes 12, 14, 16, 18, 20; size scale, page 48. State size. Shipping weight 9 pounds.
 # 74 G 0409E-Gray 139.00
 Plus 20% Federal Excise Tax 27.80
 Total cash price 166.80

\$179.00 plus \$35.80 tax; total cash price \$214.80
\$74.00 down; \$14.00 monthly on Easy Terms

GAY PERSIAN PAW . . . at its richest and dressiest, in this wear-with-everything color. Tuxedo style with luxurious swing, deeply cuffed sleeves, the new squared-off shoulders with wide raglan armholes. Rayon lining. Carefully matched durable skins, sturdy construction. Sizes 12, 14, 16, 18, 20; size scale, page 48. Please state size. Shpg. wt. 10 lbs.
 # 74 G 0410E-Gray 179.00
 Plus 20% Federal Excise Tax 35.80
 Total cash price 214.80

Catalog numbers marked # are shipped from Philadelphia. Order and pay postage only from Sears nearest mail order house. It's easy to open a Sears Easy Payment Account. See inside back cover for complete information on Easy Terms.





48 . SEARS, ROEBUCK AND CO. CHENKAB

hollander-blended quick-change coney

Want a fur fashion to wear
two ways—for the price of one?
One style fits close and warm
over dressy dresses . . . the other
swings free and clear of suits.
Both are cleverly built into
this coney tuxedo, finger deep
in fur, blended by Hollander
to resemble costly sable.

\$75.00 plus tax
Tax \$15.00; total cash price \$90.00
\$31.00 down; \$6.00 monthly on Sears Easy Terms

Ribbons of rayon satin lining material do
the quick-change act from swagger to a
beautifully fitted coat by tying in tightly
about your waistline. See the fashion's
saddle shoulders, wing cardigan neck-
line and the important new cuffs. Sizes:
12, 14, 16, 18, 20; size scale, page 48.
State size. Shipping weight 8 pounds.
#74G0411E—Sable brown75.00
Plus 20% Federal Excise Tax15.00
Total cash price90.00

Catalog numbers marked # shipped from
Philadelphia. Order and pay postage
from Sears nearest mail order house.
Mat-78 G 6025 . . . order from page 163

Misses' Size Scale

Order size:	10	12	14	16	18	20
If hips are:	34	35	36½	38	39½	41
If waist is:	24	25½	27	28½	30	32
If bust is:	31	32½	34	35½	37	39

Women's Size Scale

Order size:	38	40	42	44
If hips are:	42½	44½	46½	48½
If waist is:	34	36	38	40
If bust is:	40	42	44	46



\$89.00 plus tax
\$37.00 down; \$7.00 monthly on Easy Terms

their soft drape, richness of color, the
saddle shoulders, new fully draped
collar, Amshields, rayon lining. Sizes 12
to 20. Please state size. Shpg. wt. ex-
cludes tax.
Silver blue-dyed Sheared
smartly striped dark over light
#74G0413E—Silver blue
Plus 20% Federal Excise Tax
Total cash price
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Kerrybrooke
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sheared california coney **\$89.00** each, plus tax
 Tax \$17.80; total cash price \$106.80 . . . \$37.00 down; \$7.00 monthly on Easy Terms

California coneys, noted for their soft drape, richness of color, lapin-look, made into stunning coats with flange shoulders, new fully draped parachute sleeves, caught tight at your wrists. Armshields, rayon lining. Sizes 10, 12, 14, 16, 18, 20; see size scale on page 48. Please state size. Shpg. wt. each 8 lbs.

Summer Ermine-dyed Sheared Coney—rich toned, delicately dark-striped.	Silver blue-dyed Sheared Coney—smartly striped dark over light.
♦ 74G0412E—Honey beige . . . 89.00	♦ 74G0413E—Silver blue . . . 89.00
Plus 20% Federal Excise Tax . . 17.80	Plus 20% Federal Excise Tax . . 17.80
Total cash price 106.80	Total cash price 106.80

mink-dyed coney **\$79.00** plus tax
 Tax \$15.80; total cash price \$94.80 . . . \$33 down; \$6.00 monthly on Easy Terms

Swingy Stroller, coney dyed in the softer, lighter brown of expensive wild mink, the shade all the leading fashion magazines feature. Full-furred and luxurious with its gathered shoulders, new pouch sleeves ballooning out from tight wrists, and a back that's generously flared. Rayon lining. 36 inches long, a talked-about length this year, ideal for over-suits as well as your dressiest dresses. A low price for this quality. Sizes 10, 12, 14, 16, 18, 20; scale, page 48. State size.

♦ 74 G 0414E—Mink brown-dyed coney. Shipping weight 8 lbs.	79.00
Plus 20% Federal Excise tax	15.80
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